

**REMARKS**

Applicants respectfully request reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

This amendment adds, changes and/or deletes claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claim(s) remain under examination in the application, is presented, with an appropriate defined status identifier.

Claims 1, 7, and 13 have been amended. Claims 4, 5, 10, 11, 16, and 17 have been cancelled. Accordingly, claims 1-3, 6-9, 12-15, and 18 are currently pending in the present application.

The claims have been rejected under 35 USC 103 as being unpatentable over Shavit et al. This rejection is respectfully traversed and reconsideration thereof is requested.

Shavit et al. discloses an interactive management system that facilitates direct communication between buyers and sellers, and also facilitates the provision of payment services and freight services. It is stated in the office action that the Shavit discussion at column 6, lines 9-13 and column 9, lines 43-56 meets the limitations of the claims. It is also stated that Shavit does not disclose the updating function, but that such updating is considered obvious.

However, Shavit does not disclose determining a “user type” and then “displaying a network-based interface for allowing access to only certain of the data upon the successful comparison of the identifier against the list, with the certain data determined, at least in part, by the user type.” Specifically, the claimed invention makes possible the selection of information based on a category or type. Then information within that type can be customized based on the particular user. Additionally, the updating of the list of users categorized within particular user types is not disclosed.

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date 4/28/04

By 

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